

THE U.S. EXHIBIT AT THE
BERLIN TRADE FAIR 1955

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I N T R O D U C T I O N

The 1955 Berlin Industrial Fair was held at the West Berlin Funkturn grounds between September 24th and October 9th. With the motto "Men make clothing - clothes make the man," the Marshall House featured an exhibition designed to show visitors the American example of how productivity can provide good quality and yet inexpensive clothing for the common man and in the process effect a rise in the general standard of living.

This report evaluates public reactions to the Marshall House exhibit and is based on two surveys made during the Fair by the Research Staff.

The two surveys, one at the exit of the Marshall House and the other at the two main exits of the Fair grounds itself, consisted of probability type samples of 300 and 500 persons, respectively - 18 years of age and over. (When treated separately in the report, they are referred to as the Marshall House sample and the exit sample.) The procedure followed in drawing the sample was to interview approximately the same number of persons each day from the beginning to the very end, i.e. through Sunday October 9th when the Fair closed. To insure randomness and to avoid any uncontrolled or biased choice by the interrogators, the third adult appearing on the half hour and the hour at the exits was interviewed.

Interviewing for the surveys was conducted by DIVO-Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

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I. Attendance at Industrial Fair 1955@

MORE THAN HALF A MILLION PEOPLE VISITED MARSHALL-HOUSE ...

According to the official counts, a total of 914,000 people attended the 1955 Industrial Fair in West Berlin. Estimates of the number of Marshall-House visitors run slightly over half a million people and compare remarkably well with the extrapolated figures calculated from the exit sample.

	<u>Projected Figures</u> <u>from Exit Sample</u> (500)	
Marshall-House Visitors	58%	= 530,000*
Non-Marshall-House Visitors	$\frac{42}{100\%}$	= $\frac{384,000}{914,000}$

MARSHALL-HOUSE HAD MORE VISITORS THAN ANY OTHER COUNTRY PAVILION ...

More people visited the U.S. exhibit at the Marshall-House than attended any of the other various foreign pavilions at the Fair. Queried at the exits of the Industrial Fair, 58% of both West German and East Zone respondents stated they had visited the Marshall-House exhibition. The English and the Italian and Dutch pavilions took second and third place with 50,000 and 70,000 visitors less than the Marshall-House had.

<u>Number of Visitors to:</u>	<u>Exit Sample</u> (500)	
Marshall-House	58%	approximately 530,000 visitors
English Pavilion	52	approximately 480,000 visitors
Italian Pavilion	50	approximately 460,000 visitors
Dutch Pavilion	50	approximately 460,000 visitors
French Pavilion	49	approximately 450,000 visitors
Austrian Pavilion	48	approximately 440,000 visitors
Canadian Pavilion	36	approximately 330,000 visitors
Belgian Pavilion	36	approximately 330,000 visitors
Pavilion of the Nations	30	approximately 275,000 visitors

In this connection, it should be remembered that only persons over 18 years of age are included in the survey sample. This means that the actual grand total of all Marshall-House visitors is probably higher.

* The Marshall-House staff estimated a total of 507,300 visitors. This calculation was based on various spot-checks.

@ For confirming supplementary data see Appendix "A".

INCREASED ATTENDANCE AT MARSHALL-HOUSE EXHIBITS SINCE THE INDUSTRIAL FAIR OF 1952 ...

Since the effort to gauge comparative attendance of Fair visitors to the Marshall-House vis-a-vis other national pavilions is not new, the method of interviewing people at the exits of the fair-grounds concerning the national exhibits they had seen was utilized in the evaluation of the 1952 and 1953 Industrial Fairs in West Berlin.

A trend comparison of the Marshall-House attendance figures shows a steady increase in the percentage of visitors to the U.S. exhibit over the last Berlin Industrial Fairs, while most other national pavilions have lost attendance.

"At this year's* Industrial Fair a number of foreign nations again have their own pavilions or special exhibitions.
Which of the pavilions and special exhibitions listed on this card did you visit?" (CARD)

	<u>Exit Samples</u>		
	<u>Industrial Fair 1952</u>	<u>Industrial Fair 1953</u>	<u>Industrial Fair 1955</u>
America (Marshall-House)	25%	50%	58%
France	61	59	49
England	67	31	52
Canada	37	41	36
Italy	53	58	50
The Netherlands	53	53	50
Belgium	} 134	44	36
Austria		53	48
Pavilion of the Nations		30	30
None		21	25
	430% [@]	440% [@]	434% [@]

ABOUT HALF VISITED MORE THAN ONE NATIONAL PAVILION ...

Most of the Fair visitors queried at the exits of the Fair grounds (51%) indicated attendance at more than one national exhibit, another fifth (18%) claimed to have visited all, while 31% said they had only been at one pavilion.

On the average each respondent visited 4 national pavilions.

	<u>Exit Sample</u> (500)
Visited all national pavilions	18%
Visited two or more national pavilions	51
Visited one national pavilion	31
	100%

@ Most of the respondents visited more than one pavilion.

* Not asked at the 1954 Industrial Fair.

SLIGHTLY MORE WEST THAN EAST GERMANS VISITED THE MARSHALL-HOUSE ...

In both surveys, in the Marshall-House sample and in the exit sample, somewhat more Fair visitors from West Berlin and West Germany were found to have seen the U.S. exhibit than from East Berlin and the East Zone of Germany.

	<u>Marshall-House Sample (300)</u>	<u>Exit Sample (295)</u>	<u>Projected Number</u>
Visitors from West Berlin and West Germany	52%	55%	- 290,000
Visitors from East Berlin and East Zone	$\frac{48}{100\%}$	$\frac{45}{100\%}$	- $\frac{240,000}{530,000}$

While almost all of the Western Marshall-House visitors are West Berliners, the visitors from the East divide almost equally between East Berliners and East Zone residents.

	<u>Marshall-House Sample</u>		<u>Marshall-House Visitors from Exit Sample</u>	
<u>Visitors' Residence:</u>	<u>%</u>	<u>No. of cases</u>	<u>%</u>	<u>No. of cases</u>
West Berlin	50	148	52	153
West Germany	2	7	3	9
East Berlin	27	81	24	71
East Germany	$\frac{21}{100\%}$	$\frac{64}{300}$	$\frac{21}{100\%}$	$\frac{62}{295}$

WOMEN PARTICULARLY ATTRACTED BY MARSHALL-HOUSE EXHIBIT ...

Probably because of the very subject of the U.S. exhibit at this year's Industrial Fair a larger proportion of women visited the Marshall-House than was found in the sample of all visitors to the Fair. Almost half (44%) of the Marshall-House visitors consist of female visitors, but only a third (32%) of the general Fair visitors are women.

The other population groupings reveal no particular differences between the general exit sample and the Marshall-House sample.

	Marshall-House Sample (300)		Exit Sample (500)	
	<u>%</u>	<u>No. of cases</u>	<u>%</u>	<u>No. of cases</u>
<u>Sex:</u>				
Men	56	172	68	338
Women	<u>44</u>	<u>128</u>	<u>32</u>	<u>162</u>
	100%	300%	100%	500
<u>Education:</u>				
Elementary school	60	180	54	269
Middle school and/or High school				
w/o Abitur	29	88	26	128
Abitur	7	21	10	52
University	<u>4</u>	<u>11</u>	<u>10</u>	<u>51</u>
	100%	300	100%	500
<u>Age:</u>				
Up to 24 years	10	32	19	93
25 to 34 years	19	57	20	99
35 to 44 years	17	51	17	84
45 to 54 years	29	85	24	124
55 to 64 years	20	61	15	73
65 years and over	<u>5</u>	<u>14</u>	<u>5</u>	<u>27</u>
	100%	300	100%	500
<u>Occupation:</u>				
Professionals	11	31	10	52
Businessmen	11	33	14	70
White-collar workers	22	66	18	91
Skilled laborers	19	57	22	107
Semi-skilled laborers	4	13	4	19
Domestic service	2	5	3	14
Farmers; farmhands	1	2	*	2
Housewives	21	62	16	79
Unemployed	1	3	1	5
Pensioners; retired	5	16	4	22
Students; pupils	3	10	7	33
Apprentices	*	1	1	4
No answer	<u>*</u>	<u>1</u>	<u>*</u>	<u>2</u>
	100%	300	100%	500
<u>Are you professionally connected with textiles?</u>				
Yes	6	19		
No	<u>94</u>	<u>281</u>		
	100%	300		

* Less than one half of one per cent.

MAJORITY OF THOSE WHO DID NOT VISIT THE MARSHALL-HOUSE CLAIM THEY DIDN'T GET AROUND TO IT ...

Asked why they did not visit the Marshall-House, by far the greatest number of people (58%) said, they just didn't get around to it.

Another reason why people did not visit the U.S. exhibit, was the fact that it was too crowded. This in itself is partly an indication of its general success.

"Would you please tell me for what reasons you did not visit the American exhibition in the Marshall-House? Didn't you get around to it, or weren't you aware of it or was this exhibition of too little interest for you?" (Asked of all not having visited the Marshall-House.)

	<u>Exit Sample</u>				
	ALL VISITORS (206)	Men (132)	Women (74)	West (118)	East (88)
Didn't get around to it	58%	57%	60%	52%	67%
Too crowded	17	17	16	20	12
Too little interest	14	18	8	19	7
Wasn't aware of it	9	7	13	7	12
No opinion	2	1	3	2	2
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

MOST INDUSTRIAL FAIR VISITORS LEARNED OF IT THROUGH RADIO OR PRESS ...

The preponderance (46%) indicated radio as the decisive source of knowledge about the exhibition - newspapers follow with 26%, while 15% of the visitors reported that friends or colleagues informed them about the Fair.

While press (41%) tops radio (31%) among Western visitors as the main information source, the bulk of the visitors from the East understandably heard of the Industrial Fair through the radio and only a negligible minority (6%) learned of it through the papers (Western).

"Would you also tell me how you learned of this exhibition?"

	<u>Exit Sample</u>				
	ALL VISITORS (500)	Men (338)	Women (162)	west (279)	East (221)
Through the papers	26%	27%	24%	41%	6%
Through the radio	46	44	48	31	64
Through posters	4	6	2	5	3
Through the America-House	-	-	-	-	-
Through friends, acquaintances, or colleagues	15	13	19	12	18
Some other way	20	23	16	27	12
	<u>111%[@]</u>	<u>113%[@]</u>	<u>109%[@]</u>	<u>116%[@]</u>	<u>103%[@]</u>

@ Some respondents gave more than one answer.

II. Comprehension of Theme

The exhibition of the Marshall-House, its setup, demonstrations, models, and other graphic and statistical display all sought to point up the underlying idea that improved working methods and increased productivity can provide good quality yet inexpensive clothes for the common man and concomitantly raise the standard of living. As distinct from previous U.S. exhibits, however, an additional purpose of this year's exhibit was to show "what is America?"

MOST PEOPLE HAVE SOME COMPREHENSION OF THEME ...

The theme was grasped partially if not entirely by 84% of the spectators, though many tended to apply it specifically to the American situation.

In reply to a query on what the exhibition expressed to them, all but a very small fraction of both East Zone and West German visitors came up with one of three types of comments.

These comments were - the exhibit demonstrates a) the American standard of living and way of life; b) the U.S. style of dressing and c) the standard of American technology in the textile industry. •

"What do you believe is being expressed through this exhibition here in the Marshall-House?"

Summary Table

	<u>Marshall-House Sample</u>
	(300)
Clearly comprehended theme	15%
Suggest some comprehension of theme	69
No comprehension of theme	<u>16</u>
	100%

COMMENTS IN DETAIL ...

"What do you believe is being expressed through this exhibition here in the Marshall-House?"

Marshall-House Sample

<u>ALL</u>	<u>West</u>	<u>East</u>
<u>VISITORS</u>	<u>Visitors</u>	<u>Visitors</u>
<u>(300)</u>	<u>(155)</u>	<u>(145)</u>

To demonstrate the American way of life, and standard of living:

64% 64% 63%

"This exhibition was meant to illustrate the American standard of living in comparison with the German standard - that, for instance, the Americans can afford much more than we without working so hard."

"How well the average American is dressed due to the working methods of their industry."

Cont'd on next page)

(Cont'd from preceding page)

	<u>ALL VISITORS</u>	<u>West Visitors</u>	<u>East Visitors</u>
"How inexpensive things are in America, and how little time you have to work in order to buy something. It's very different from conditions in Germany, especially from life in the East Zone."			
"The difference between life in the States and life in Germany,"			
"The exhibition showed us how the Americans live, their customs and habits, as well as the purchasing power of the American dollar."			
<u>To demonstrate the way the Americans dress:</u>	35%	29%	41%
"It seems incredible that the director of a bank is dressed the same way as a minor employee, and a university professor no better than a janitor."			
"They wanted to show us how the average American dresses."			
"The latest American fashions."			
"The appropriateness of American clothes, be it a work dress or one for festive nights."			
<u>To illustrate the present standard of the American technology and industry, with special regard to the textile industry:</u>	24	25	23
"The exhibition in the Marshall-House was meant to demonstrate the progress of American technology, and besides, the idea was to show us that life can be made much easier through mechanization."			
"To show us the latest developments of American technology."			
"The progress made in the production of plastics. Even rugs are made from synthetic materials."			
<u>Other answers:</u>	4	3	6
"This exhibition showed what can be achieved in a free country where no political pressure is exerted on the people."			
No opinion/No answer:	$\frac{2}{129\%}$	$\frac{1}{122\%}$	$\frac{3}{136\%}$

@ Some respondents gave more than one answer.

III. General Appraisal of the Marshall House Exhibit

Generally speaking, the U.S. exhibit in the Marshall House at the 1955 West Berlin Industrial Fair received a favorable reception from both its West Berlin and East German visitors. However, considering this year's subject of the exhibit, it was placed in a more critical climate of opinion since Berlin itself is a clothing center and its population is used to above-average elegance and a mannequin atmosphere. Therefore, one should not be surprised if extreme enthusiasm is missing from the visitors' evaluation. This becomes especially apparent when comparing the overall evaluations of previous U.S. exhibits at the Industrial Fairs with the current survey - even if the outstanding success and exceptionally high appeal of the 1954 "Atoms for Peace" exhibit is disregarded.

MARSHALL HOUSE LEFT BETTER IMPRESSION THAN OTHER NATIONAL PAVILIONS - BRITISH CLOSEST COMPETITORS ...

The Marshall House competed favorably with the other pavilions in the estimation of most visitors. It was slightly ahead of the British Pavilion and outranked its two other closest competitors - the French and the Italian pavilions - by about three to one among all visitors who had seen the U.S. exhibit and other pavilions.

While men consider the English Pavilion better than the American by a small margin, among women the Marshall House outranks the British exhibit by almost 4 to 1.

A greater proportion of the Western visitors (32%) reported the U.S. exhibit left the best impression on them, than said so about the British (22%).

Among East Zone visitors, however, there was a slight preference for the British exhibit.



A comparison with visitors' judgment at the 1953 Industrial Fair shows, however, not so much a loss in appeal of the Marshall House, but an increase for the British and the French pavilions.

"Which of these exhibitions or pavilions left the best impression on you?" (Asked of those who had previously stated they had seen the Marshall House and one or more other pavilions.)

	Industrial Fair 1953	Industrial Fair 1955				
	Exit Sample	Exit Sample				
	ALL VISITORS (623)	ALL VISITORS (500)	Men (338)	Women (162)	West (279)	East (221)
America (Marshall House)	30%	27%	25%	34%	32%	21%
England	18	23	30	9	22	24
France	5	10	13	2	11	8
Italy	9	9	7	11	10	7
Austria	3	7	5	10	5	10
The Netherlands	5	6	3	14	5	8
Canada	3	3	2	5	3	3
Belgium	*	1	1	-	1	1
India	14	-	-	-	-	-
Pavilion of the Nations	-	1	2	-	1	2
No opinion	13	13	12	15	10	16
	100%	100%	100%	100%	100%	100%

In order to compare the reasons why the Marshall House and its three biggest competitors - the English, French and Italian pavilions - were designated as leaving the best impression on visitors who had seen several national pavilions, a follow-up question was asked. From answers to the question, one finds that the details of the exhibits always lead as most impressive.

"What was it that particularly impressed you in the ... pavilion? What did you like most there?" (Asked of those who either liked the U.S., English, French or Italian pavilion best.)

	Exit Sample			
	U.S. Pavilion Marshall House	English Pavilion	French Pavilion	Italian Pavilion
Details of the exhibit	51%	75%	77%	61%
General setup and organization	23	24	8	31
Miscellaneous	26	1	13	8
No opinion	-	-	2	-
	100%	100%	100%	100%

* Less than one half of one per cent.

EXHIBIT GENERALLY LIKED BY ITS VISITORS ...

Another indication that the Marshall House exhibit was fairly well received is found in the replies to a series of detailed questions put to the Marshall House sample.

First, the great bulk of the visitors said they liked the showing. However, when compared with visitors' judgments of previous industrial fairs, the usual enthusiasm appears to be lessened since the weight of opinion leans toward liking it "well" rather than "very well." The women and the East Zone spectators, however, seem to like the exhibit more than the other groups.

Another 15% (19% among the West German visitors) indicated a critical viewing of the exhibit by stating that they liked it only "so-so," "not so well" or "not at all."

"What is your overall impression of this American exhibition here? Did you like it very well, well, fairly well, not so much, or not at all?"

Marshall House Sample

	Industrial Fair 1952	Industrial Fair 1953	Industrial Fair 1955				
	ALL VISITORS	ALL VISITORS	ALL VISITORS (300)	Men (172)	Women (128)	West (155)	East (145)
Very well	} 96%	51%	39%	37%	42%	32%	46%
Well		38	46	49	41	49	42
So-so		9	12	11	14	14	11
Not so much		2	2	2	2	4	1
Not at all	4	*	1	1	1	1	-
	100%	100%	100%	100%	100%	100%	100%

THE FAIR ITSELF TENDS TO RECEIVE MORE FAVORABLE APPRAISAL THAN THE MARSHALL HOUSE EXHIBIT ...

Judging by the responses of the two samples, the Fair itself seems to be viewed slightly more favorably than the U.S. exhibit. This is indicated by the finding that the Fair as such is rated "very well" by 48% and "well" by 36%, while the ratings for the Marshall House are almost exactly reversed.

"What is your overall impression of the Industrial Fair? Did you like this Fair very well, well, fairly well, not so well, or not at all?"

"What is your overall impression of this U.S. exhibit here at the Marshall House?"

Industrial Fair 1955

	Exit Sample (500)	Marshall House Sample (300)
Very well	48%	39%
Well	36	46
So-so	9	12
Not so well	6	2
Not at all	1	1
No opinion	*	-
	100%	100%

* Less than one half of one per cent.

EXHIBIT'S DEMONSTRATIONS CONSIDERED TRUE TO LIFE ...

The presentation of American working methods in the clothing industry and the prevalence of well-clothed individuals in all walks of life also appeared authentic to the great bulk of the exhibition visitors, without any significant differences between men and women or West German and East Zone spectators. In fact, more than 8 out of ten visitors believe that the Marshall House exhibit conveys a truthful picture of conditions in America.

"Do you believe that this exhibition conveys a truthful picture of conditions in America, or don't you think so?"

	<u>Marshall House Sample</u>				
	ALL VISITORS	Men	Women	West	East
A truthful picture	85%	84%	87%	83%	87%
Not a truthful picture	5	6	4	8	2
No opinion	10	10	9	9	11
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

COMPARED WITH OTHER NATIONAL PAVILIONS, MARSHALL HOUSE VIEWED AS MOST TRUTHFUL ...

When respondents were asked to give their judgment as to the country exhibit which reflects reality most accurately, confidence in the Marshall House outstripped that accorded all other exhibits by a wide margin. More than one-fourth (27%) of all people named the U.S. exhibit as reflecting most truly the actual conditions in the country concerned. England and Italy follow with 16% and 12% respectively.

"The exhibition of which country, do you feel, reflects most truly the actual conditions in the country concerned? (CARD) And which exhibition seems to reflect reality least?" (Asked of all respondents having visited two or more national pavilions.)

	<u>Exit Sample</u>					
	<u>Reflects reality most</u>			<u>Reflects reality least</u>		
America (Marshall House)	18%	=	27%	3%	=	4%
England	11	=	16	2	=	3
Italy	9	=	12	4	=	5
The Netherlands	6	=	9	2	=	3
Austria	4	=	6	3	=	4
Canada	3	=	5	2	=	3
France	3	=	4	4	=	6
Belgium	1	=	1	3	=	5
Pavilion of the Nations	*	=	*	1	=	2
Undecided	14	=	20	45	=	65
	<u>69%</u>	=	<u>100%</u>	<u>69%</u>	=	<u>100%</u>

* Less than one half of one per cent.

ALMOST ALL VISITORS THINK MARSHALL HOUSE EXHIBIT WELL-ARRANGED ...

Visitors to the house, (especially the women and East Zone people) were almost unanimous in their view that the exhibit setup was well-arranged. Only a negligible handful of all visitors disapproved of the arrangement.

"Did you find the exhibition well-arranged or not?"

	<u>Marshall House Sample</u>				
	ALL VISITORS	Men	Women	West	East
Well arranged	96%	93%	99%	93%	98%
Not so well arranged	4	6	1	6	2
No opinion	*	1	-	1	-
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

REASONS WHY U.S. EXHIBIT WAS NOT WELL-ARRANGED ...

The few people disapproving of exhibit's arrangement gave the following comments:

- "The exhibit was too crowded. Here the puppet-show and directly beside it, with no space in between, fashion articles. They should have arranged the whole thing more clearly."
- "The exhibits were placed too closely together, thus you couldn't get near some of them if some other visitor had got there before you. The arrangement as such was quite clear."
- "The platform where the fashions were shown wasn't placed skillfully. Either it should have been more elevated, or it should have run down the middle of the hall."
- "The individual areas weren't marked off clearly. One thing blended into the other."
- "The rooms somehow had too many corners and niches, thus it was not easy to get a clear overall view of the exhibits."
- "The lights were dazzling, and the colors too loud; that detracted from the clearness of the exhibit."
- "After entering the pavilion, people were at a loss where to start looking around. They didn't know what to look for. There was no special exhibit to attract their attention. There was no guidance as in past years."
- "Somehow you felt the exhibition was a little primitive. Things should have been more lively and graphic and they should have shown more. You received the impression that the exhibition was incomplete. It didn't convey a comprehensive idea of the American way to dress. More clothes should have been shown, clothes to be worn for all kinds of occasions. Also they should have given detailed explanations of the clothes shown, including mentioning prices. As to working clothes, they should have explained whether the firm supplies them, or whether employees have to buy them themselves."
- "The platform where the fashions were shown wasn't elevated enough, and besides they should have placed it in the middle of the room so that people could have stood on both sides."
- "As I am a machine specialist, I would have preferred to see technical exhibits, such as machinery. Maybe this exhibition was interesting for textile manufacturers and other specialists. I cannot judge whether the exhibition was clearly arranged or not, I think only an expert in this particular field could do so."

* Less than one half of one per cent.

LIKE OUTRANKS DISLIKE BY FAR ...

When the visitors were asked about their likes and dislikes of the U.S. exhibit, considerably more are able to name items they liked than can specifically point at things they disliked.

	<u>Marshall House Sample</u> (300)
Answers expressing liking	105%
Answers expressing dislike	45

Among the details of the exhibit the fashion show, the clothing and textile section and the kitchen appliances are most frequently mentioned as items liked best by the visitors. Only 5% name the general arrangement and organization of the exhibit in present context.

"What did you like best of all in this exhibition?"

	<u>Marshall House Sample</u>		
Visitors liked:	ALL VISITORS	West	East
<u>DETAILS OF THE EXHIBIT</u>	(85%)	(80%)	(90%)
The fashion show	24	21	27
The clothing and textile section	22	20	23
The kitchen equipment and furniture	19	17	21
The survey on the production and use of plastic fibres	13	15	12
The film showings	2	2	1
Other details	5	5	6
<u>GENERAL ARRANGEMENT AND ORGANIZATION OF THE EXHIBIT</u>	(5%)	(7%)	(3%)
The instructive and casual way of representation	3	4	3
The clear demonstration of American working methods in textile industry	2	3	-
<u>MISCELLANEOUS</u>	(11%)	(10%)	(12%)
The low prices of clothing in the U.S.	10	10	11
Others	1	-	1
<u>EVERYTHING LIKED</u>	(4%)	(2%)	(6%)
<u>NOTHING LIKED</u>	(3%)	(6%)	(*%)
<u>NO OPINION</u>	(3%)	(4%)	(*%)
	111% [@]	109% [@]	111% [@]

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

HALF OF THE VISITORS HAVE NO CRITICISMS OF THE EXHIBIT ...

When asked a general question on what they liked least about the Marshall House exhibit, the poor quality of fabrics and the ugly clothes dummies were mentioned most often.

Dislike of the organization, arrangement and manner of presentation occupies third place.

Almost half of the visitors (47%), however, liked everything.

"And what did you like least about this exhibition?"

	<u>Marshall House Sample</u>		
	ALL VISITORS	West	East
<u>EVERYTHING LIKED</u>	(47%)	(45%)	(49%)
Visitors disliked:	(45%)	(50%)	(40%)
The poor quality of fabrics (including poor finishing and fit)	12	16	7
The ugly clothes dummies	12	10	13
The organization, arrangement, and manner of presentation	10	12	8
Lack of variety	4	4	5
Others	7	8	7
<u>NO OPINION</u>	<u>(10%)</u>	<u>(10%)</u>	<u>(11%)</u>
	102% [@]	105% [@]	100%

COMMENTS IN DETAIL ...

"And what did you like least about this exhibition?"

	<u>Marshall House Sample</u>		
	ALL VISITORS	West Visitors	East Visitors
<u>EVERYTHING LIKED</u>	(47%)	(45%)	(49%)
"I liked everything shown in this exhibition, I never saw anything like that before."			
"I liked everything, there was nothing I didn't like."			
<u>VISITORS DISLIKED</u>	(45%)	(50%)	(40%)
<u>The poor quality of fabrics (including poor finishing and fit):</u>	12	16	7
"All the fabrics draped on the walls looked so cheap, you really doubted whether they would wear well."			
"It seemed to me as if the quality of the fabrics isn't up to our standard. The same goes for the fit of clothes. I didn't like any of the ready-made clothing."			
"The individual dresses, checkered trousers, for instance, they're ugly and wouldn't be worn over here. All were of poor quality."			
"The ready-made clothes shown weren't up to my standard. I thought they were over-casual and fitted poorly."			

[@] Some respondents gave more than one answer.
(Cont'd on next page)

Marshall House Sample

(Cont'd from preceding page)

	<u>ALL</u> <u>VISITORS</u>	<u>West</u> <u>Visitors</u>	<u>East</u> <u>Visitors</u>
<u>The ugly clothes dummies:</u>	12%	10%	13%
"The straw dummies which wore the suits, that's not in my line. It's an original idea, but these straw-heads aren't nice."			
"The faces of the dummies, ours are waxwork and much nicer. I like ours better."			
"These very large dummies, they look so unnatural."			
<u>The organization, arrangement and way of presentation:</u>	10	12	8
"It was so crowded at the exit. That wasn't well organized."			
"The oversize display of plastic fibres without adequate explanation; I mean that the exhibits were not sufficiently explained."			
"At the fashion show, the platform should have been put up higher. As it was short people couldn't see anything."			
"I didn't like the illustrations so well."			
<u>Lack of variety:</u>	4	4	5
"It isn't as varied and abundant as in previous years, but perhaps they didn't have enough space."			
"They should have shown more. They could have displayed some exhibits in the passage, for instance, perhaps photographs of American landscapes."			
<u>Others:</u>	7	8	7
"Least of all I liked those bricklayers on the scaffold."			
"The fabric made from synthetic fibres didn't interest me."			
<u>NO OPINION</u>	<u>(10%)</u> 102% [@]	<u>(10%)</u> 105% [@]	<u>(11%)</u> 100%

@ Some respondents gave more than one answer.



BEST LIKED FEATURES - KITCHEN APPLIANCES, FASHION SHOW AND CLOTHING DISPLAY FOR VARIOUS OCCASIONS ...

Since almost all visitors to the Marshall House went through all parts of the show, a card with the principal features of the exhibition was presented to the respondents to help their memories and make them reconsider all items when making their judgments.

Among the listed items, the kitchen appliances, the fashion show, and the illustrations of American clothing for various occasions, appear most frequently as best liked features.

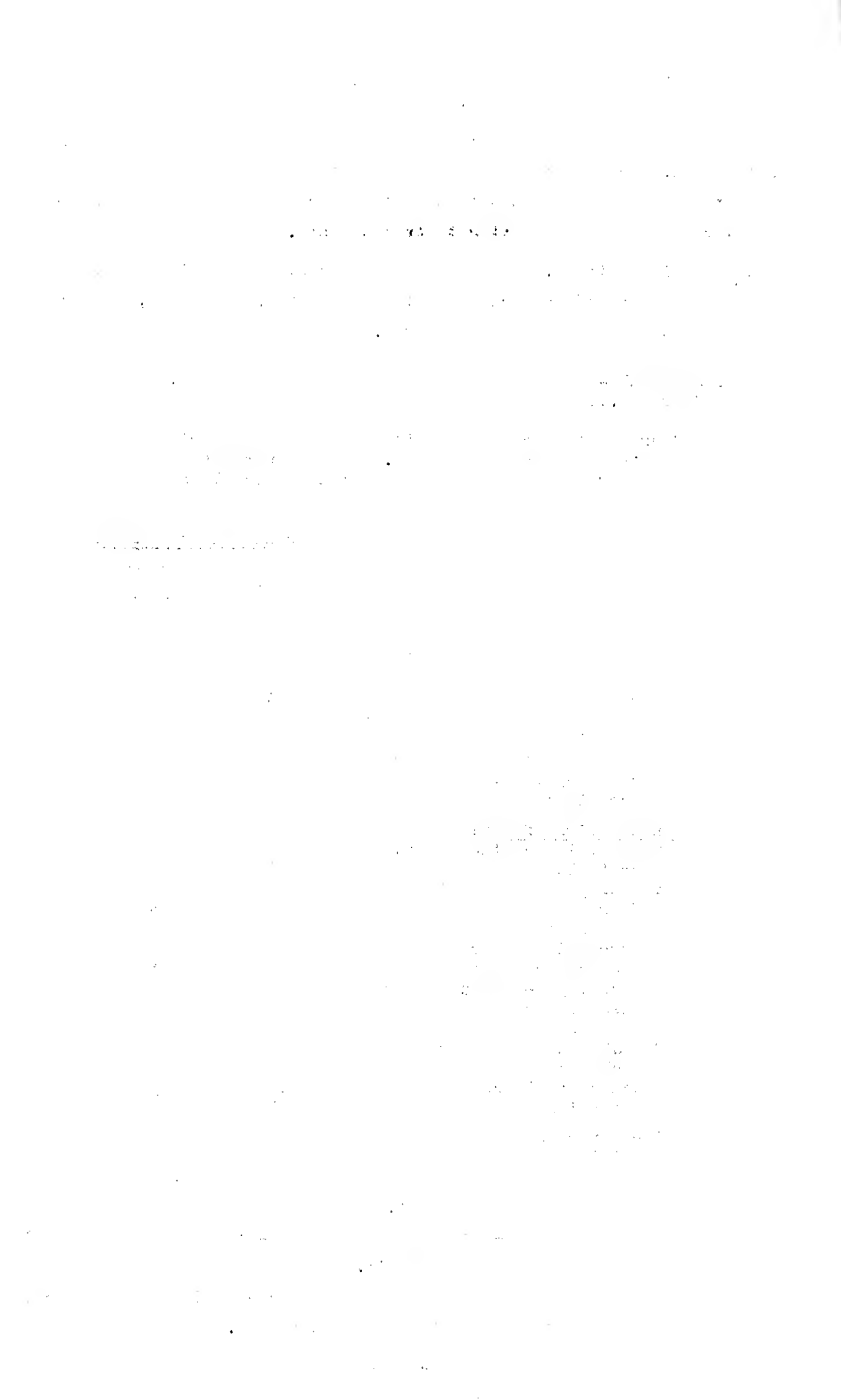
LEAST LIKED WERE - MARIONETTES AND MOVING CLOTHES DUMMIES, AND THE WORKING CLOTHES ...

"Here on this card are (listed) some of the principal features of the exhibition. Could you please tell me which of them you liked best and which least of all?"

	<u>Marshall House Sample</u>	
	<u>Liked best</u>	<u>Liked least</u>
The display outside the building	*%	2%
<u>In the main hall downstairs:</u>		
The marionettes and the moving clothes dummies	7	23
The film about American everyday life	4	3
The illustrations of American clothing for various occasions	17	2
<u>On the first floor:</u>		
The working clothes on the scaffold	8	12
The display of plastic fibres	11	5
The presentation of the purchasing power of an American carpenter	8	*
The conveyor-belt used for mass production of dresses	1	3
The display of sewing machines	5	2
Kitchen appliances	19	3
The fashion show	17	7
Liked everything		8
No opinion	2	30
	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

The kitchen appliances had - as one could expect - their greatest appeal among the female visitors of the exhibit. They also had great appeal among the East German visitors who rated the kitchen models considerably higher than visitors from the West (23% against 15%).



DISPLAY OF PLASTIC FIBRES CONSIDERED MOST INFORMATIVE FEATURE OF EXHIBIT ...

The same card with all items of the exhibit listed was given to respondents a second time in order that they might indicate which feature provided them with the most new information. Approximately one quarter (24%) of all Marshall House spectators felt they learned most from the display of plastic fibres. This finding applies to both men and women as well as East and West German visitors.

The kitchen appliances and the presentation of American carpenters' purchasing power rank second and third in regard of informative value.

"Here on this card are (listed) some of the principal features of the exhibition. Which of them provided you with the most new information?"

Marshall House Sample

Learned most

The display outside the building	--%
<u>In the main hall downstairs:</u>	
The marionettes and the moving clothes dummies	2
The film about American everyday life	2
The illustration of American clothing for various occasions	6
<u>On the first floor:</u>	
The working clothes on the scaffold	4
The display of plastic fibres	24
The presentation of the purchasing power of an American carpenter	10
The conveyor-belt used for mass production of dresses	6
The display of sewing-machines	7
Kitchen appliances	21
The fashion show	4
No new information	13
No opinion	1
	<u>100%</u>

SOME LIKED TO SEE MORE IN THE MARSHALL HOUSE EXHIBIT ...

Almost a third (30%) of the Marshall House spectators left the exhibit with the feeling of something missing. Especially the women felt there were some parts of the exhibit of which they would have liked to see more.

"Was there some part of the exhibition of which you would have liked to see more?"

	<u>Marshall House Sample</u>				
	ALL VISITORS	Men	Women	West	East
Yes	30%	22%	41%	32%	28%
No	68	76	57	67	69
No opinion	<u>2</u>	<u>2</u>	<u>2</u>	<u>1</u>	<u>3</u>
	100%	100%	100%	100%	100%

Among the specific aspects of the exhibit desired, most comments were concerned with having the fashion show give a more comprehensive view on clothing (mentioned by about half of the critics). Second in frequency of mention appears the desire to have the exhibit show more about the American way of life and standard of living, while third was the desire to be shown more about the production and uses of plastics.

The latter really seemed to have caught the special interest of the audience, since - as reported previously - most respondents indicated that they had learned most from the display of plastic fibres.

"Was there some part of the exhibition of which you would have liked to see more?"

IF "Yes":

"Which part?"

	<u>Marshall House Sample</u>		
	<u>ALL VISITORS</u>	<u>West Visitors</u>	<u>East Visitors</u>
<u>The exhibition, especially the fashion show, should have given a more comprehensive view on clothing:</u>	14%	14%	15%

"They should have shown a greater number of exclusive models; I missed models of the leading American fashion stores."

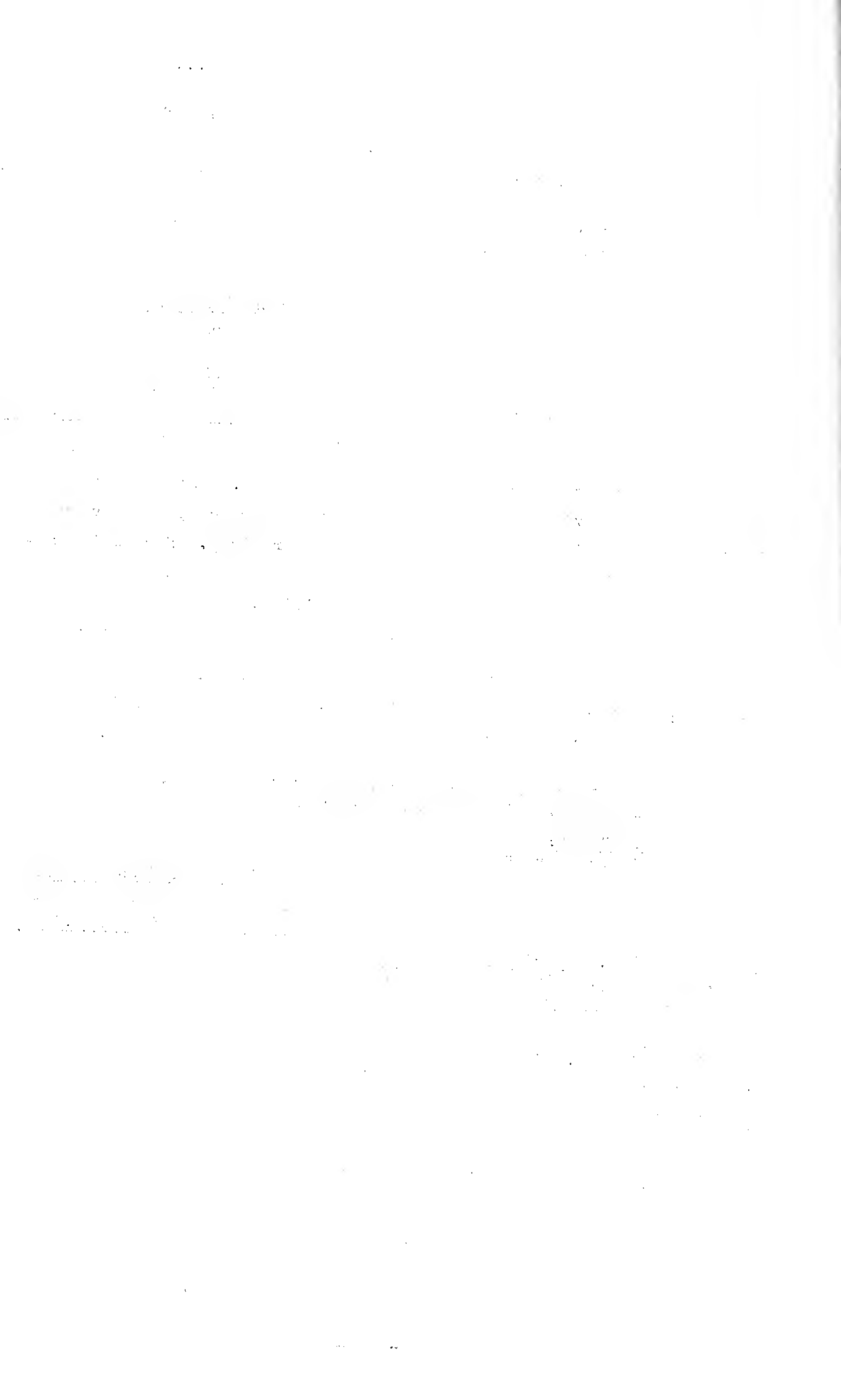
"They didn't present a sufficient number of ready-made clothes."

"I would have liked to see more dresses at the fashion show."

"A greater number of suits, more shoes."

"They didn't present enough dresses at the fashion show."

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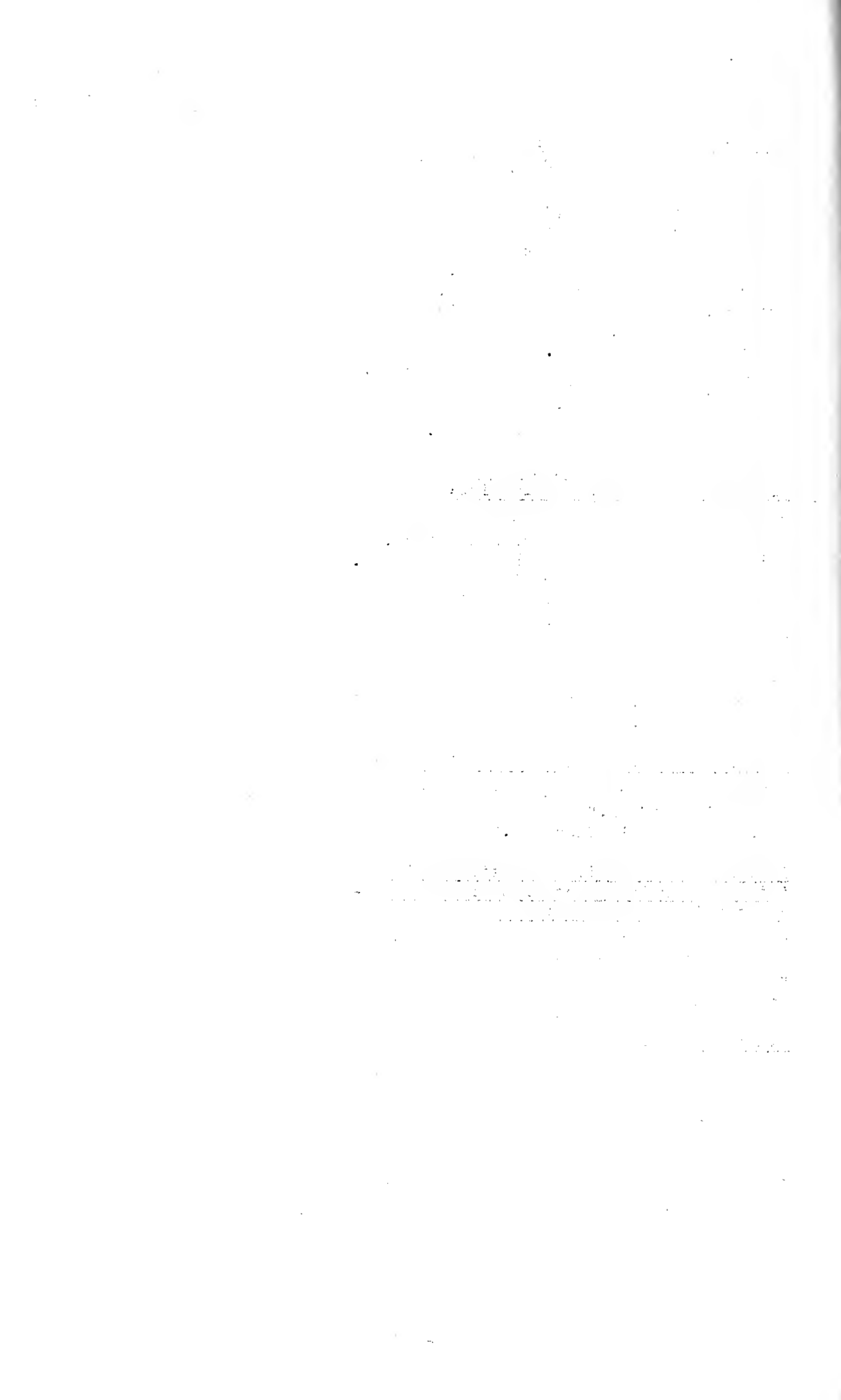


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	Marshall House Sample		
	ALL	West	East
	VISITORS	Visitors	Visitors
<u>They could have shown more about the American way of life and standard of living:</u>	6%	8%	4%
"I would have liked to learn more about American family life."			
"The American kitchen they exhibited was all right, but they should have shown us more about American housing, a completely furnished country house, for instance, or something about typical American dishes, and how much money they spend for food stuffs."			
"They presented only an American kitchen, I would have appreciated it if they had shown us more about the way Americans furnish and decorate their homes."			
<u>They should have shown more about the production and uses of plastics:</u>	5	6	3
"I would have liked to see more concerning the production of synthetics. I'm very interested in things like that."			
"More details on the drawing of filaments from plastic material. They might have shown a film about it."			
"The way they presented the production of plastics didn't suffice, for even the retorts shown that were meant to make the process clear, didn't contribute to easier understanding."			
<u>They should have shown more men's wear:</u>	4	5	3
"They should have shown a greater variety of men's outfits."			
"More about men's fashions."			
<u>They should have given a better insight into the working procedures of the American textile and garment industries:</u>	2	2	1
"I would have liked to see how they make clothes in the States."			
"I would have liked to see sketches showing the manufacturing of cloth."			
<u>Other answers:</u>	1	-	2
"More about engine-building in America."			
<u>No opinion:</u>	* 32% [@]	- 35% [@]	1 29% [@]

* Less than one half of one per cent.

@ Some respondents gave more than one answer.



IV. Some Illustrations of the Exhibit's Impact

The present study shows that this year's Marshall House exhibition was not only well received, but also carried some impact.

FAIR VISITORS FEEL THEY LEARNED MORE FROM THE MARSHALL HOUSE THAN FROM ANY OTHER COUNTRY EXHIBIT ...

In a comparative evaluation question, the Fair visitors were asked (at the exits of the fair-ground) from which of the countries they had learned the most at this exhibition. The Marshall House clearly outranks all other national pavilions. Even its greatest competitor - the British Pavilion - rates significantly lower than the U.S. exhibit in this test.

Particularly among the female visitors, the Marshall House outnumbered the English Pavilion by 26 to 1. An explanation for this finding probably lies in the difference between the subject matter of the two exhibits.

East German spectators, however, appear to be evenly divided between the American and the British pavilions.

"By and large: From which of the countries listed on this card did you learn the most at this exhibition?"
(Asked of those having visited more than one pavilion.)

			<u>Exit Sample</u>			
	ALL VISITORS		Men	Women	West	East
America	17%	= 24%	22%	26%	26%	22%
France	5	= 8	10	5	7	9
England	12	= 18	23	9	15	20
Canada	3	= 4	3	6	4	4
Italy	3	= 4	3	6	5	2
Belgium	-	= -	-	-	-	-
The Netherlands	3	= 4	1	9	5	3
Austria	1	= 1	*	3	-	3
Pavilion of the Nations	*	= 1	1	-	1	1
Undecided	20	= 27	28	27	26	30
None of the countries	5	= 9	9	9	11	6
	69%	= 100%	100%	100%	100%	100%

MANY STATED THEY LEARNED SOMETHING NEW AND PRACTICAL AT THE MARSHALL HOUSE EXHIBIT ...

The purpose of this year's U.S. exhibit, it may be assumed, is not merely to demonstrate the American living standard and style of clothing, but to sell the idea to West Europeans that by applying similar methods productivity can be increased throughout the free world for the benefit of the common people.

* Less than one half of one per cent.

As one way of ascertaining how many Marshall House spectators received this view, they were asked whether they had learned something new which could be made to work here in West Germany.

The results indicate that in this respect the exhibition does not score as high as on popular appeal. Still, a relatively large proportion of visitors - in fact about half of them (48%) - reported they had learned something new which also would be applicable to Germany. This view is especially prevalent among the East German visitors of the Marshall House (40% for West German and 57% for East German visitors).

"And now we would like to know whether you have seen something here that fulfills two conditions:

1. It was new to you
2. It would be applicable to Germany

What did you see here that was new to you and in your opinion would be applicable to Germany?"

	<u>Marshall House Sample</u>				
	ALL VISITORS	Men	Women	West	East
Yes, have seen something	48%	48%	48%	40%	57%
No, haven't seen anything	<u>52</u>	<u>52</u>	<u>52</u>	<u>60</u>	<u>43</u>
	100%	100%	100%	100%	100%

USE OF PLASTIC FABRICS AGAIN MENTIONED MOST FREQUENTLY AS NEW TO THEM AND APPLICABLE TO GERMANY ...

The production and use of plastic fibres was brought up again most frequently by both East German and West German visitors, followed by the practical household equipment.

"And now we would like to know whether you have seen something here that fulfills two conditions:

1. It was new to you
2. It would be applicable to Germany

What did you see that was new to you and in your opinion would be applicable to Germany?"

	<u>Marshall House Sample</u>		
	ALL VISITORS	West Visitors	East Visitors
<u>The production and use of plastic fibres:</u>	18%	17%	19%

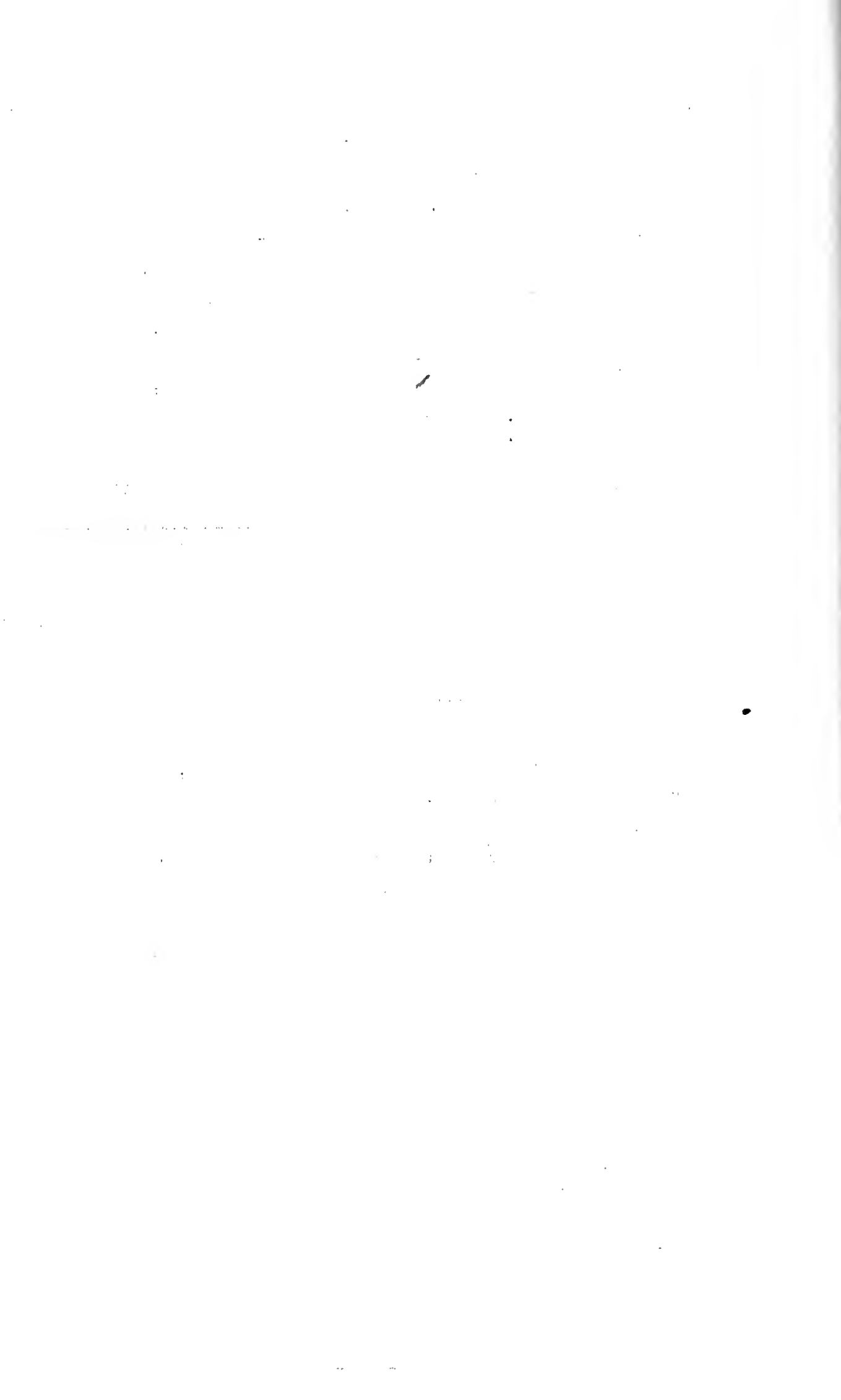
"The production of plastic fabrics and the thing about the Orlon carpet."

"The things made out of nylon. I wish, we too had them."

"Those synthetics, orlon - for instance; we don't have it in Germany yet."

"I wanted to have some of those plastic fabrics."

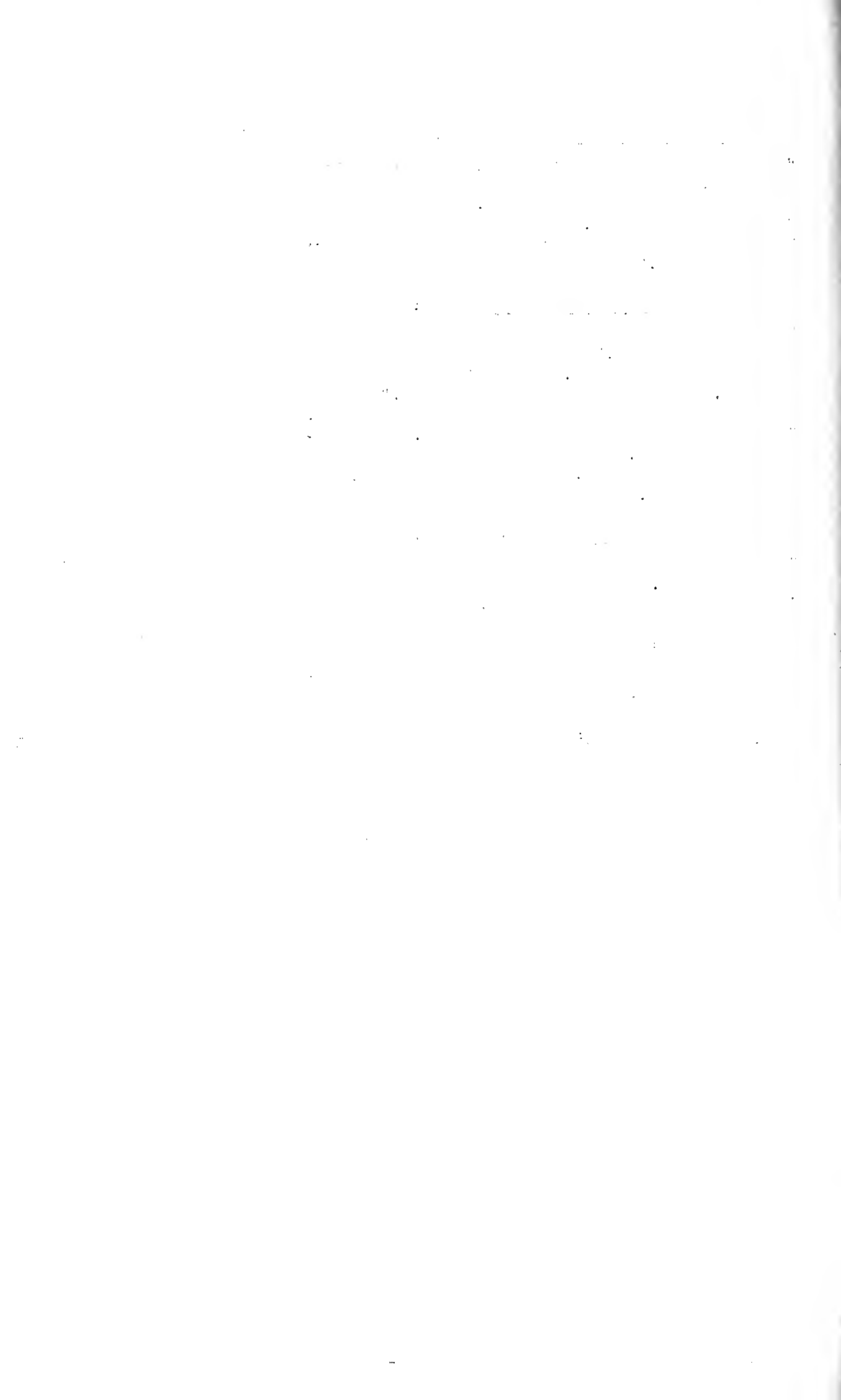
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Marshall House Sample

(Cont'd from preceding page)

	<u>ALL VISITORS</u>	<u>West Visitors</u>	<u>East Visitors</u>
<u>The practical household equipment:</u>	11%	10%	13%
"The kitchen with the practical 'round-about-system'."			
"The modern kitchen equipment."			
"The cooling tureen."			
"The household equipment seemed to be practical and handsome."			
<u>The beautiful and practical clothes:</u>	10	8	13
"The clothes, they are practical and elegant at the same time."			
"The colorful clothes. I hadn't seen that before. I wish we had them here too."			
"Separates that can be worn in different ways."			
"Their fashion in dresses is simple, no extravagant designs. The dresses can be worn for many different occasions. They would suit our purposes, too."			
<u>The multiple purpose sewing-machine:</u>	3	1	6
"The sewing machines that will also do embroidering."			
"The electric sewing machines."			
<u>Other answers:</u>	5	3	6
"Rationalization of production through labor-saving devices."			
<u>No opinion/No answer:</u>	$\frac{1}{48\%}$	$\frac{1}{40\%}$	$\frac{-}{57\%}$



The returns to a further inquiry are revealing and also seem to demonstrate that the exhibit is achieving the kind of impact to which it aspires. Although the majority of the visitors stated that this exhibit did not influence them in any way - including a small proportion not aware of the influence or not admitting it - a fairly sizable group of spectators (29%) attested to being favorably influenced in their impressions of America.

The most affirmative replies to the following question can be found among women.

"By and large: Do you think that this exhibition in any way influenced the impression you have of America or didn't it? (Influenced more favorably or more unfavorably?)"

	<u>Marshall House Sample</u>				
	ALL VISITORS	Men	Women	West	East
Influenced favorably	29%	25%	34%	28%	30%
Didn't influence	68	72	62	68	68
Influenced more unfavorably	2	2	2	2	1
Influenced, but don't know whether favorably or unfavorably	1	1	1	1	1
No opinion	*	-	1	1	-
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

The accompanying comments, which in view of their importance are illustrated below, give an illuminating picture of the various favorable influences transmitted by the exhibit.

"By and large: Do you think that this exhibition in any way influenced the impression you have of America or didn't it? (Influenced more favorably or more unfavorably?)"

IF "Influenced more favorably":

"Could you give me a few examples of how this exhibition has favorably influenced your impression of America?"

	<u>Marshall House Sample</u>		
	ALL VISITORS	West Visitors	East Visitors
<u>I received a graphic idea of the high American living standard:</u>	15%	15%	15%
"Almost everybody can afford to buy a car over there. They have a far higher living standard than we have."			
"We here in the East Zone have no idea that textiles can be bought at such low prices in America. I only learned about this through the exhibition."			
"It was shown that an American worker needs to work only a few hours to earn the money which buys essential goods."			
"That it takes only a few working hours for a worker to enable him to buy something, for instance, after 19 working hours he's earned enough to buy a suit."			

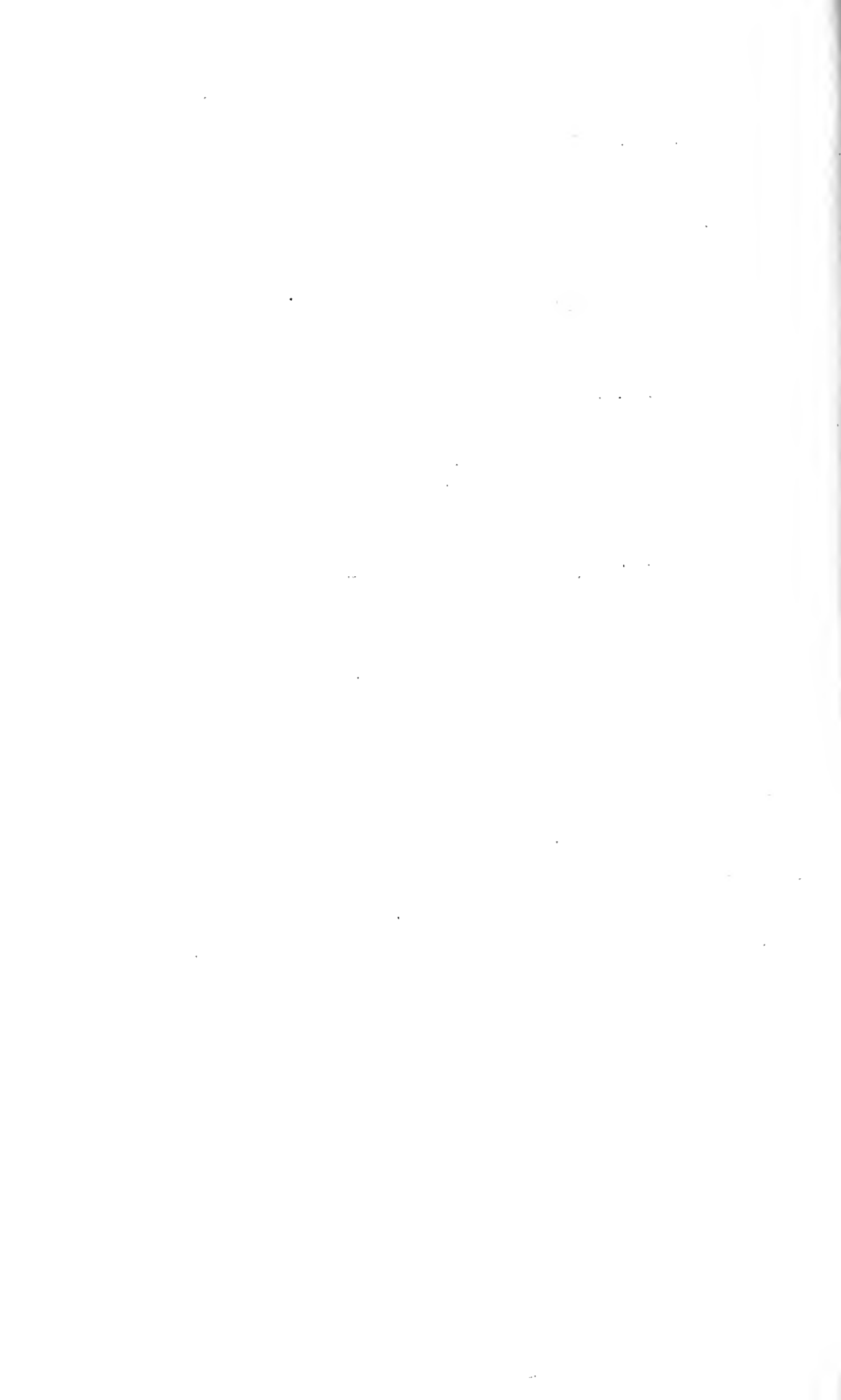


Marshall House Sample

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	<u>ALL VISITORS</u>	<u>West Visitors</u>	<u>East Visitors</u>
<u>I was impressed by the American's simple and practical way of dressing:</u>	6%	5%	8%
"I was very much impressed by the simple and practical American clothing and by their style of dressing which is the same for a bank president and a worker."			
"Americans dress in a nice and simple way, and above all, the clothing is practical. The democratic system expresses itself even in the way of dressing. I didn't know this before."			
"It was illustrated by the fashion show that Americans dress in a very simple and practical way."			
<u>I gained a more favorable impression of American household equipment:</u>	6	7	4
"The sewing machines and the kitchen equipment were very nice and impressed me favorably."			
"The labor saving devices for kitchens."			
"Their household equipment is much better than ours."			
<u>I acquired a better knowledge of the American people and their free way of life:</u>	4	2	6
"It provided us with a better understanding of the Americans and their way of living."			
"Due to this exhibition I got a clearer picture of life in America. The manysidedness of America, everything is so practical over there."			
<u>I was surprised about the streamlined and progressive working methods of the Americans:</u>	2	3	1
"The streamlining of production has made great progress."			
"People over there have a practical vein; they replace manpower by machines."			
<u>Other answers:</u>	2	3	1
"The clothing could be used here in the Zone."			
<u>No opinion:</u>	$\frac{1}{36\%}$ @	$\frac{1}{36\%}$ @	$\frac{1}{36\%}$ @

@ Some respondents gave more than one answer.



Two elaborate comments from those who say the exhibit influenced their impressions of America in an unfavorable way are quoted below as illustrative examples for the reverse side of the coin.

"By and large: Do you think that this exhibition in any way influenced the impression you have of America or didn't it? (Influenced more favorably or more unfavorably?)"

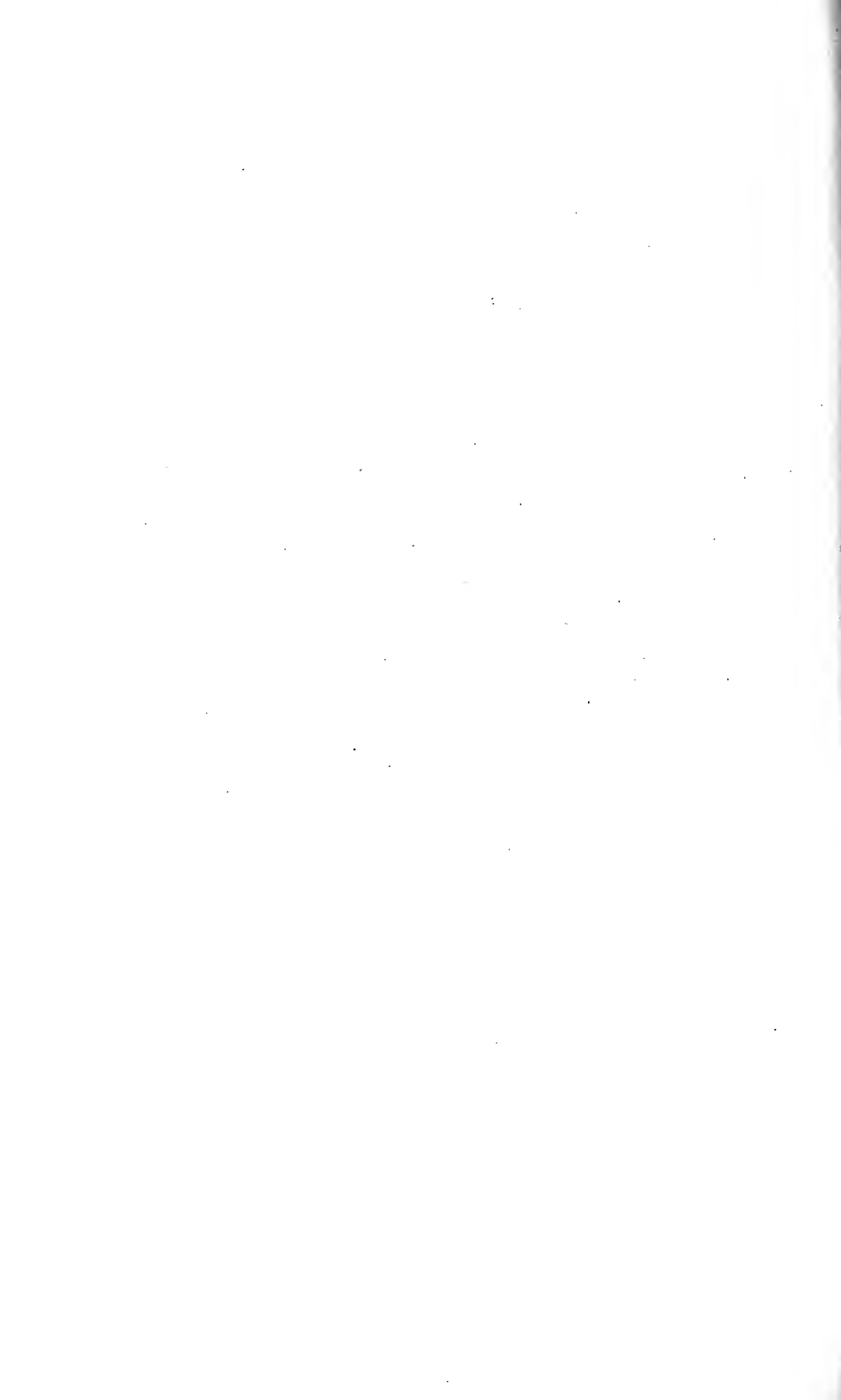
IF "More unfavorably":

"Could you give me a few examples of how this exhibition has unfavorably influenced your impression of America?"

L i s t

"I was somewhat disappointed, I thought America a greater and much more important country than the exhibition shows it. I'm of the opinion that such an exhibition should have a political accent. Since many visitors came from the East Zone, they expect to see some evidence of America's power. These people are critical. Therefore, such an exhibition must express so much power and vigor that every visitors will declare - 'America is the country we can rely on. We have to side with America; there is no other choice'."

"The American-made bathing suits aren't quite as nice as ours. German-made bathing suits are better styled and show nicer colors. The stitches they prefer for their knitting we used to make ten years before; they are outmoded and replaced by other patterns. I would have thought that American hand-made knit-wear and embroideries were at least on the same level as those in Germany."



V. The Information Booth

In the planning of this year's U.S. exhibition, some special interest was placed in the establishment of an information booth at the Marshall House. It was particularly designed to supply information on international trade affairs, labor questions, etc. to visitors such as businessmen-managers, industrialists and entrepreneurs with a special interest in these problems.

ALMOST HALF OF MARSHALL HOUSE VISITORS AWARE OF INFORMATION BOOTH ...

Before the visitor left the Marshall House, he passed the information booth which was identified by a big sign. In view of this, it seems, that finding 45% of the audience aware of the booth is not much.

"Do you perhaps know whether there was an information booth in the Marshall House exhibition?"

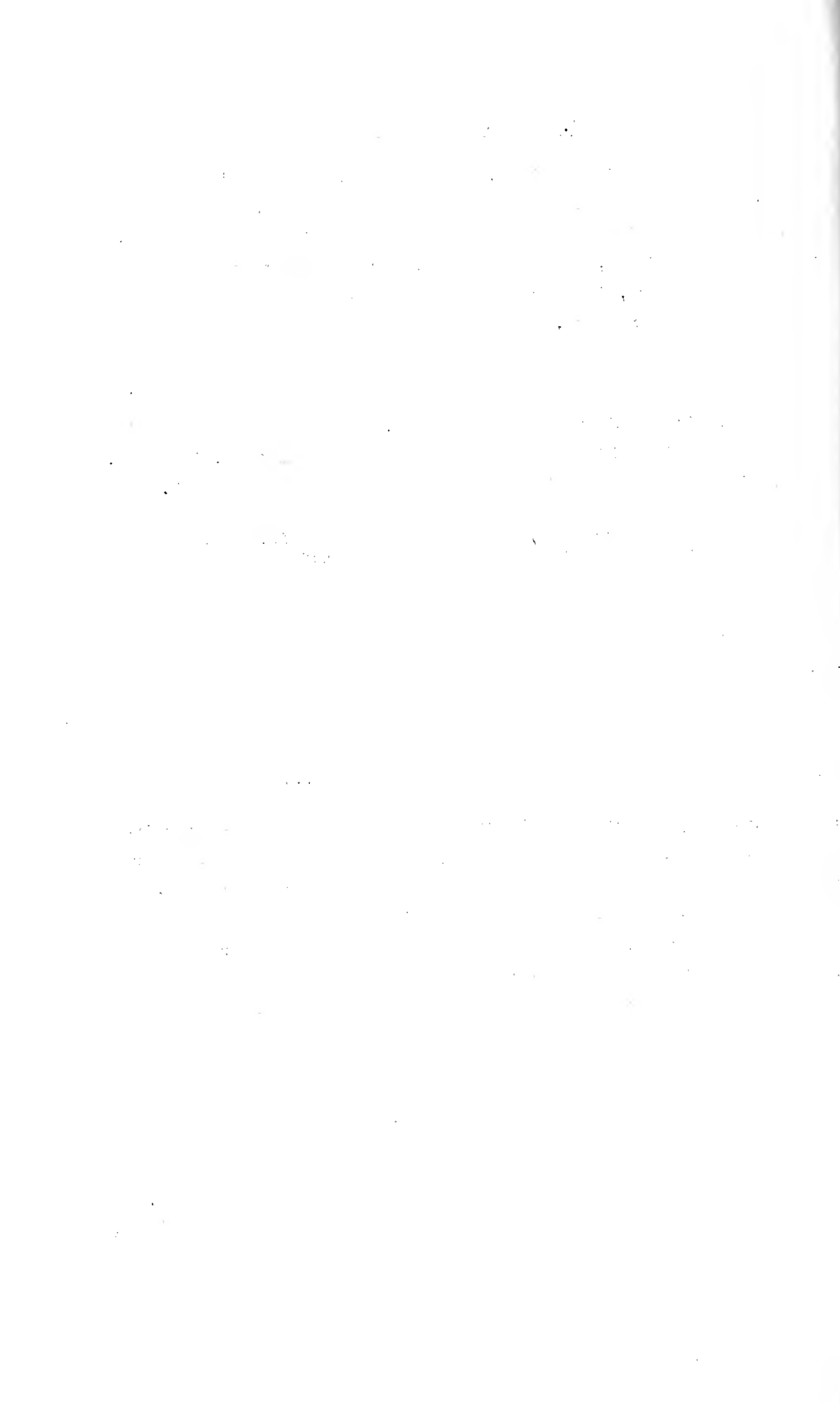
	<u>Marshall House Sample</u>				
	ALL VISITORS	Men	Women	West	East
Yes	45%	52%	36%	49%	41%
No	<u>55</u> 100%	<u>48</u> 100%	<u>64</u> 100%	<u>51</u> 100%	<u>59</u> 100%

ONLY ONE IN TWENTY VISITORS MADE USE OF THE BOOTH ...

Only a handful (6%) actually did stop at the booth and asked for information. Approximately twice as many men and East German visitors used the information booth as women and West German visitors did. This might account for the following finding that considerably more Eastern spectators and also more of the men seem to be aware of the true nature of the booth, namely that it was primarily meant for special groups rather than the great masses of visitors.

"Did you stop at the information booth?"
(Asked of those aware of it.)

	<u>Marshall House Sample</u>				
	ALL VISITORS	Men	Women	West	East
	(300)	(136)	(90)	(76)	(60)
Yes	6% = 13%	17%	7%	8%	20%
No	<u>39</u> 45% = 100%	<u>83</u> 100%	<u>93</u> 100%	<u>92</u> 100%	<u>80</u> 100%



TRUE NATURE OF INFORMATION BOOTH RECOGNIZED BY ONLY A FIFTH OF THE VISITORS AWARE OF THE BOOTH ...

"Was it arranged as a general information booth to be used by all visitors, or was it, in your opinion, mainly meant for special groups, such as businessmen, manufacturers, etc.?" (Asked of those who were aware of information booth.)

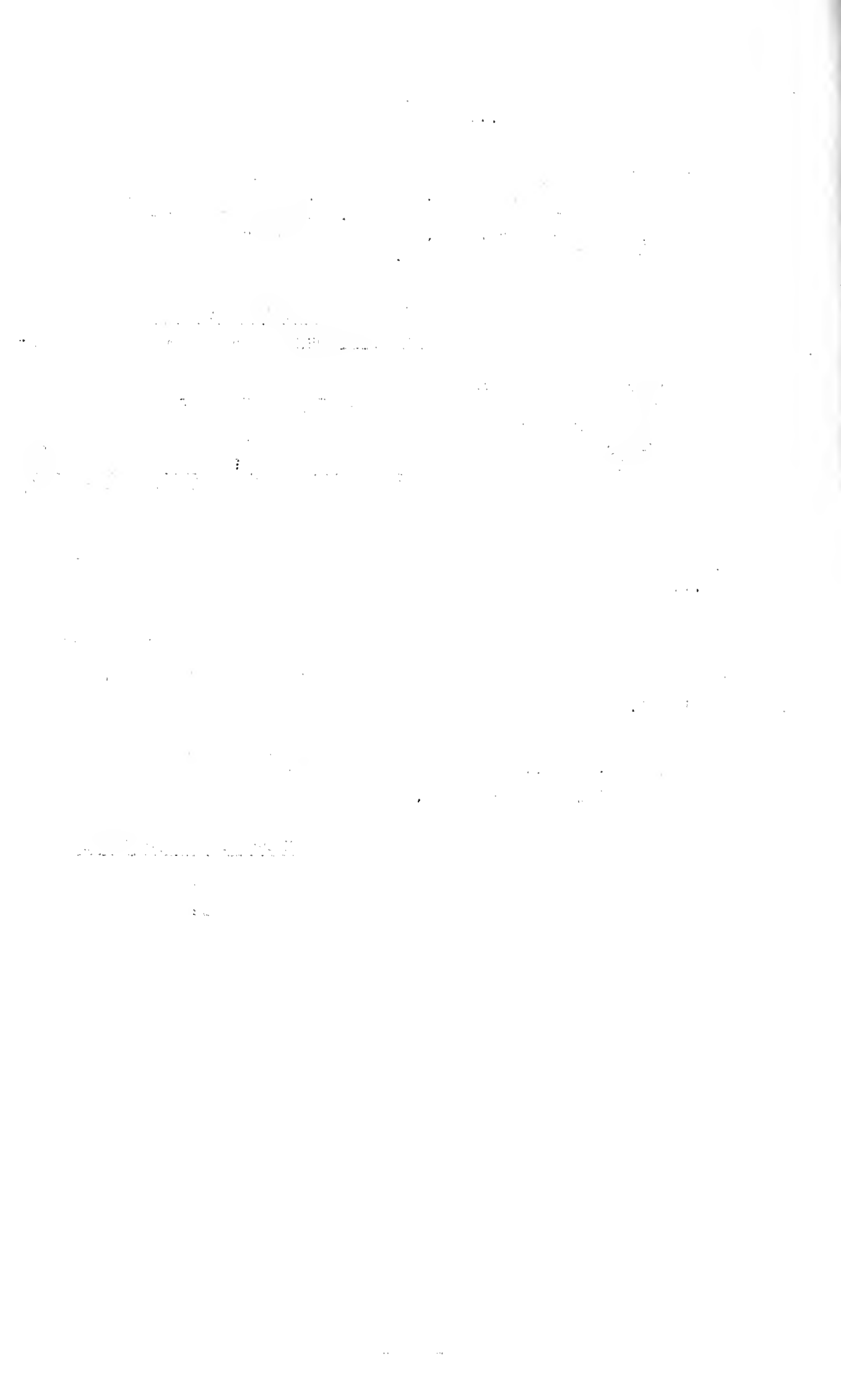
	<u>Marshall House Sample</u>					
	ALL VISITORS		Men	Women	West	East
General information booth	34%	=	74%	70%	32%	81% 65%
Mainly for special groups	8	=	19	22	11	12 27
No opinion	<u>3</u>	=	<u>7</u>	<u>6</u>	<u>7</u>	<u>8</u>
	45%	=	100%	100%	100%	100%

HOWEVER, MOST OF THE PEOPLE USING THE BOOTH RECEIVED ALL INFORMATION REQUIRED ...

When visitors who actually stopped at the booth and desired information were asked whether they received all the information they wanted, 5 out of 6 said 'Yes'.

"And did you get all the information you required or didn't you?" (Asked of those having stopped at the information booth.)

	<u>Marshall House Sample</u>
Yes	5%
No	<u>1</u> 6%



APPENDIX A

SURVEY AMONG WEST BERLIN ADULT POPULATION CONFIRMS ATTENDANCE FIGURES ...

Since a survey of a cross section of the West Berlin adult population was conducted at the time of the Industrial Fair, it was possible to include a question on attendance.

Almost 1 out of 5 adult West Berliners reported having visited the Fair (18%). Projecting this percentage against the total adult population of West Berlin, the resulting figure corresponds most accurately with official attendance reports.

"The German Industrial Fair is being shown at present on the Funkturm site. Do you intend to visit this exhibition?"

Cross Section of
West Berlin Adult Population
(591)

Yes, I intend to do so	3%
No, I do not intend to go	78
I have visited the fair this year	18
I haven't made up my mind,	
I don't know	<u>1</u>
	100%

= 340,000 adult
West Berliners

	<u>Official Number</u>	<u>Survey Estimate</u>
East Berlin and East Zone visitors	543,000	
West Berlin visitors	371,000	340,000 \pm standard error = 290,000 to 395,000



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